

CITY OF LOS ANGELES

CALIFORNIA

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City Clerk

Office of the
CITY CLERK



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relative to this matter,
please refer to the Council
File No.

CLAUDIA M. DUNN
Chief, Council and Public Services Division

ANTONIO R. VILLARAIGOSA
MAYOR

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08-1798

August 11, 2008

Councilmember Weiss
Councilmember Parks
Department of Transportation
Chief Legislative Analyst

RE: THE STATUS OF THE PROPOSED CAR SHARING PILOT PROGRAM IN LOS ANGELES

At the meeting of the Council held August 5, 2008, the following action was taken:

Attached report adopted	<u>X</u>
Attached motion (-) adopted	_____
Attached resolution adopted	_____
FORTHWITH	_____
Mayor concurred	_____
To the Mayor FORTHWITH	_____
Motion adopted to approve communication recommendation(s)	_____
Motion adopted to approve committee report recommendation(s)	_____
Ordinance adopted	_____
Ordinance number	_____
Publication date.....	_____
Effective date	_____
Mayor vetoed.....	_____
Mayor approved	_____

City Clerk
srb

8/5/08

23

File No. 08-1798

TO THE COUNCIL OF THE
CITY OF LOS ANGELES

Your

TRANSPORTATION

Committee

report as follows:

TRANSPORTATION COMMITTEE REPORT relative to the status of the proposed car sharing pilot program in Los Angeles.

Recommendations for Council action:

1. AFFIRM the City's desire to conduct a one-year car sharing pilot program near the University of California Los Angeles and the University of Southern California campuses with Zipcar.
2. AUTHORIZE the Los Angeles Department of Transportation (LADOT) to execute an agreement with Zipcar covering the terms of the car sharing pilot program.
3. DIRECT the LADOT and City Planning to submit a progress report to the Council on the car sharing pilot program 180 days after car sharing service begins and to research other cities to identify ways to use car sharing as a traffic mitigation measure.

Fiscal Impact Statement: The LADOT reports that the recommended actions will have no impact on the General Fund during the one-year pilot program because the City will recover the direct costs of fabricating and installing signs and marking spaces through fees charged to participants. The department notes that there will be some, as yet undetermined, loss of revenue to the Special Parking Revenue Fund from the reservation of on-street metered spaces and spaces in off-street lots for car sharing vehicles.

Community Impact Statement: None submitted.

SUMMARY

In a report dated July 15, 2008, the LADOT noted that on October 31, 2007, the City Council authorized the LADOT to solicit, through a direct mailing to all car sharing companies with revenue operations in the United States, Letters of Interest in participating in a one-year car sharing pilot program in the City of Los Angeles. The department reported that only one firm, Zipcar, responded to the City. Initially, Zipcar expressed interest in operating in four areas of Los Angeles:

- North Westwood Village area near the University of California Los Angeles (UCLA)
- Area around the University of Southern California (USC)
- Downtown Los Angeles
- Hollywood area

Zipcar also proposed to operate between five and 20 car sharing vehicles in each of the four pilot areas.

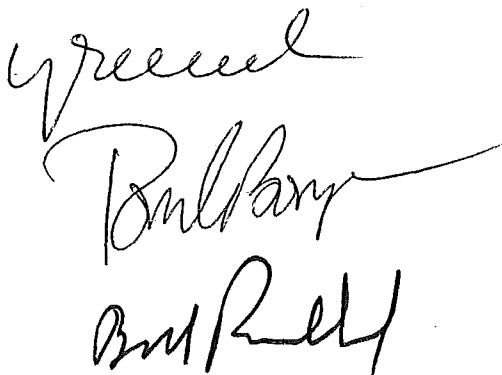
Zipcar also proposed to operate between five and 20 car sharing vehicles in each of the four pilot areas.

The LADOT stated that on June 18, 2008, Zipcar indicated that it was primarily focusing on college students as their target customers and was interested in pursuing pilot programs in the areas next to UCLA and USC. The company noted that these pilot locations would allow them to expand their existing on-campus operations into the surrounding student housing areas. Zipcar stated that it was seeking on-street parking spaces in each of the two pilot areas for six to 12 car sharing vehicles. The LADOT reported that it is currently working with Zipcar to identify appropriate on-street car sharing vehicle storage spaces in each of the two campus areas.

At a regular meeting held on July 23, 2008, the LADOT gave the Transportation Committee a presentation on the proposed car sharing program. After a brief discussion the Committee moved to approve the recommendations contained in the LADOT report and directed the LADOT and City Planning to report back. This matter is now forwarded to the Council for its consideration.

Respectfully submitted,

TRANSPORTATION COMMITTEE

Handwritten signatures of committee members, including Greuel, Bullock, and RosendaHL.

<u>MEMBER</u>	<u>VOTE</u>
GREUEL:	YES
LABONGE:	YES
ALARCON:	ABSENT
PARKS:	ABSENT
ROSENDAHL:	YES

SG
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Rept
ADOPTED

AUG 05 2008

LOS ANGELES CITY COUNCIL